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WISCONSIN

FEDERAL MILK ORDER BULLETIN
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for the
Milwaukee, Northeastern
and Madison Marketing Areas
C. T. McCleery - Market Administrator

JUNE 1964

BETH BARTOSH, BRUNET FROM BURLINGTON IS WISCONSIN'S NEW ALICE

Wisconsin's 17th dairy queen has been crowned. She is Beth Bartosh, 18, a student at Whitewater State College, daughter of Mr. & Mrs. James Bartosh, Burlington, Wisconsin. Her father, appropriately, is sales manager for the Pure Milk Association, Kansasville, and formerly the proprietor of Bartosh Dairy, Horicon. Beth said that for the last 4 years she has been doing promotion work for the dairy at state and county fairs.

Miss Bartosh received her crown from retiring Alice in Dairyland, Marilyn Draeger, at the televised ceremonies and coronation banquet which took place in Milwaukee's Memorial Art Center Saturday, June 13.

AVERAGE DAILY FARM DELIVERIES MILWAUKEE MARKETING AREA

Throughout the eleven year period of 1953 to 1963 producers within the Milwaukee Milk Marketing Area have made energetic increases in the size of their average daily deliveries. This is evident by virtue of the 122.35% increase over the period. Although producers more than doubled the size of their deliveries, this was not the result of a consistent rate of growth. It is interesting to note that over forty percent of the increase occurred from 1955 to 1957, while only 14.6% of the increase came in the period of 1959 - 1961. The average percentage change in average daily deliveries was 12.24% per year using 1953 as a base year. By 1957 over 80% of this market was bulk and by 1963 over 99% was bulk.

How are growth rates such as this (to page 8)

U. S. DEPT. OF AGRICULTURE
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APR 6 1965 DATA IN BRIEF - FOR THE MAN IN A HURRY

G & R-REP. MAY 1964

R-<u>PREP</u> MAY 1964	Milwaukee Order No. 39		Northeastern Wis. Order No. 45		Madison Order No. 51	
Class I Price & Differential	\$3.56	7.0¢	\$3.42	7.2¢	\$3.56	7.0¢
Class II Price & Differential	\$3.12	6.7¢	\$3.12	6.7¢	\$3.12	6.7¢
Producer Price & Dif'l: Base	\$3.51	6.9¢	\$3.27	7.0¢	\$3.45	6.9¢
Excess	\$3.19	6.9¢			\$3.12	6.9¢
Pounds of Producer Milk	74,822,983		44,412,256		22,896,355	
Percentage in Class I	77.5%		52.2%		60.9%	
<u>JUNE 1964</u>						
Class I Price & Differential	\$3.56	7.0¢	\$3.42	7.2¢	\$3.56	7.0¢

UNIFORM PRICES AND

COMPUTATION

PRODUCER PRICES FOR MAY 1964

Milwaukee Wisconsin Marketing Area
Federal Order No. 39

MAY 1964

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers for 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations.

The prices listed below do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of minimum requirements.

Name of Handler	Base Price	Excess Price	B.F. Dif'l
Blochowiak Dairy	\$3.50	\$3.12	6.9¢
The Borden Co.	3.51	3.12	6.9
Cedarburg Dairy, Inc.	3.53	3.12	7.0
Christiansen's Dairy	3.55	-	7.0
Fairmont Foods Co.	3.55	3.22	7.0
Gehl Guernsey Dairy	3.47	3.12	6.9
Golden Guernsey Dairy	3.50	3.12	6.9
Harmony Dairy Products	3.53	3.12	6.9
Hawthorn-Melody Farms	3.49	3.12	6.9
Healthway Dairy, Inc.	3.56	3.51	7.0
Home Dairy	3.55	3.46	7.0
Keystone Farms	3.45	-	6.9
Krueger Dairy	3.56	3.35	7.0
McFarlands' Farm Dairy	3.30	3.12	6.9
Milk Producers Coop.	3.57	3.12	6.9
Mullen's Dairy	3.58	3.18	6.9
Progressive Dairy Prod.	3.60	3.50	7.0
Pure Milk Association	3.59	3.42	7.0
Roets Home Dairy	3.52	3.35	6.9
Schroeder Dairy	3.53	3.12	7.0
Sealtest Foods	3.48	3.12	6.9
Vande Kolk Dairy	3.52	3.49	7.0
Warren Dairy	3.59	-	7.0
Wayside Dairy	3.56	3.40	7.0
West Side Dairy, Inc.	3.56	3.40	7.0
WEIGHTED AVERAGES	\$3.51	\$3.19	6.9¢

Weighted Average of Base and
Excess Prices for Information: \$3.46

Producer Milk in Class I

Producer Milk in Class II

Total Milk and Value Before Adjustments
Adjustments for Value of:
Overage Deducted from Classes I & II
Beginning Inventory Reclassification
Other Source Milk Deducted from Class I
Butterfat More or Less than 3.5 Percent
Plant Location Differentials
Half of Producer-Equalization Fund

Aggregate Value

Excess Milk and Value

Average Price and Net Value

Reserve to Producer-Equalization Fund

Prices to Producers for 3.5% Milk

* Subject to location differentials. These minimum pay

MANUFACTURING PRICES AND

Year and Month	92 Score Butter Chicago	Cheddar Cheese Wis.	Spray Dry Skim	Basic Formula Price	Handler B'fat Dif'l C.I* C.II
1963	cents	cents	cents	dol.	cents
May	57.97	33.80	14.12	3.08	7.0 6.7
June	57.97	34.00	14.18	3.07	7.0 6.7
July	57.97	34.12	14.15	3.08	7.0 6.7
Aug.	57.97	34.25	14.18	3.09	7.0 6.7
Sep.	59.70	34.25	14.24	3.10	7.0 6.9
Oct.	58.48	34.50	14.25	3.12	7.2 6.7
Nov.	58.09	35.00	14.24	3.15	7.0 6.7
Dec.	58.01	35.12	14.24	3.16	7.0 6.7
1964					
Jan.	57.97	35.25	14.32	3.16	7.0 6.7
Feb.	57.97	35.12	14.26	3.17	7.0 6.7
Mar.	57.97	34.19	14.25	3.16	7.0 6.7
Apr.	57.97	33.81	14.19	3.15	7.0 6.7
May	57.97	33.70	14.22	3.12	7.0 6.7
June				3.12	7.0

* Exception, Order No. 45 is 7.2¢ thru Sep. '63; Oct. '63 7.5¢; Nov. '63 thru Jan. '64 7.3¢; Feb. thru June '64 7.2¢.

UTILIZATION AND CLASS

FEDERAL ORDER

— MILWAUKEE MARKET NO. 39 —

I T E M	May 1964		April 1964		May 1963	
	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
CLASS I MILK						
Packaged Products:						
Fluid Milk	45,554	3.5	46,836	3.5	45,838	3.5
Flavored Milk	1,858	3.5	1,883	3.5	1,771	3.5
2% Skim Milk, Solids Added	3,675	2.1	3,732	2.1	3,276	2.1
" " " , Plain	1,429	2.2	1,429	2.3	1,250	2.2
Skim Milk, Solids Added	1,896	.3	1,925	.4	1,858	.4
Plain Skim	1,020	.8	1,006	.6	1,017	.7
Buttermilk	547	1.0	493	1.1	516	1.0
Flavored Milk Drink	190	.5	202	.6	185	.6
Half & Half	999	12.4	998	12.5	1,059	12.4
Light Cream	40	19.1	40	19.1	53	18.9
Whipping Cream	215	33.0	187	33.2	253	33.2
Cultured Cream	262	18.7	237	18.8	246	18.7
Subtotal	57,685	3.5	58,968	3.5	57,322	3.6
Bulk Sales to Nonhandlers	258	3.7	266	3.7	725	3.6
Unaccounted for Milk	173	3.5	34	10.1	77	9.6
Total Utilized in Class I	58,116	3.5	59,268	3.5	58,124	3.6
Nonpool Receipts*	-126	5.2	-135	4.6	-301	4.1
CLASS I - PRODUCER MILK	57,990	3.5	59,133	3.5	57,823	3.6
CLASS II MILK						
Bakeries et al.	117	13.3	119	13.3	114	14.0
Cottage Cheese	4,449	1.0	4,316	1.1	4,628	.9
Cheese	4,336	3.7	3,042	3.7	3,021	3.6
Butter	1,629	8.4	1,138	10.8	1,738	7.0
Evap., Cond., & Pwd.	4,553	3.8	3,451	4.0	2,271	3.2
Ice Cream & Mixes	2,491	11.8	2,576	10.1	2,225	11.1
Livestock Feed	68		67		68	
Dumped Products	4		-		12	
Skim Equiv. Fort. Prod.	1,197		1,204		1,157	
Ending Inventory	5,735	4.0	5,486	3.9	4,579	3.9
Shrinkage	1,206	1.7	1,018	2.2	913	2.9
Total Utilized in Class II	25,785	4.2	22,417	4.2	20,726	3.9
Nonpool Receipts*	-8,952	3.8	-8,802	3.4	-8,065	3.5
CLASS II - PRODUCER MILK	16,833	4.4	13,615	4.7	12,661	4.2
TOTAL PRODUCER RECEIPTS	74,823	3.7	72,748	3.7	70,484	3.7

NOTE: Bakeries et al. includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amounts of eggnog during off-season months.

CLASSIFICATION OF MILK

ORDERS 39, 45, 51

— NORTHEASTERN MARKET NO. 45 —						— MADISON MARKET NO. 51 —					
May 1964		April 1964		May 1963		May 1964		April 1964		May 1963	
Thousand	%	Thousand	%	Thousand	%	Thousand	%	Thousand	%	Thousand	%
Pounds	B'fat	Pounds	B'fat	Pounds	B'fat	Pounds	B'fat	Pounds	B'fat	Pounds	B'fat
18,520	3.5	18,926	3.5	18,038	3.5	10,036	3.4	10,388	3.4	10,171	3.4
1,194	3.5	1,246	3.5	1,099	3.6	751	3.8	796	3.8	703	3.8
749	2.1	713	2.1	294	2.1	2,157	2.1	2,226	2.1	2,106	2.1
271	1.9	271	1.9	230	1.8	-	-	-	-	-	-
708	.3	635	.3	760	.6	679	.8	703	.8	648	.7
559	.4	655	.4	435	.5	58	.2	60	.3	62	.4
246	.8	227	.9	223	.8	172	1.6	164	1.6	169	1.6
75	.9	90	1.1	58	.8	3	.7	2	.8	7	3.0
384	12.8	364	13.0	383	13.0	319	12.3	303	12.3	334	12.1
9	15.7	5	23.6	9	21.6	4	23.6	4	23.9	5	23.1
92	35.2	83	34.9	95	34.5	54	34.5	51	34.6	60	34.1
75	18.9	74	18.9	57	18.2	45	19.3	45	21.5	42	21.3
22,882	3.5	23,289	3.5	21,681	3.6	14,278	3.5	14,742	3.4	14,307	3.5
247	3.8	275	4.2	154	3.6	232	4.1	933	3.9	46	3.5
89	6.0	83	8.7	59	13.7	88	3.9	57	4.3	83	3.6
23,218	3.5	23,647	3.5	21,894	3.6	14,598	3.5	15,732	3.5	14,436	3.5
-19	1.4	-8	3.1	-5	4.1	-667	4.3	-664	3.5	-707	3.6
23,199	3.5	23,639	3.5	21,889	3.6	13,931	3.4	15,068	3.5	13,729	3.5
-	-	-	-	-	-	6	24.3	6	27.1	4	35.9
2,253	1.0	2,455	.9	1,960	1.0	1,204	.9	1,101	1.1	1,087	1.2
10,821	3.6	9,717	3.6	15,677	3.5	2,075	3.0	1,749	3.0	2,455	2.8
709	35.4	609	35.0	1,305	38.2	631	35.9	493	35.9	580	35.7
6,218	.4	5,028	.3	12,170	.1	4,353	3.9	3,167	3.9	4,119	3.9
1,806	7.6	1,463	8.0	1,010	7.6	1,175	7.5	821	8.2	1,010	8.0
85	-	59	-	99	-	99	-	71	-	78	-
27	-	48	-	78	-	-	-	-	-	-	-
470	-	476	-	379	-	451	-	460	-	476	-
2,595	4.1	2,680	4.0	2,244	4.5	1,540	4.0	1,432	4.2	1,205	3.9
481	3.8	455	3.7	448	3.4	364	1.3	338	1.3	322	2.1
25,465	3.7	22,990	3.7	35,370	3.6	11,898	3.8	9,638	3.9	11,336	3.8
-4,252	3.3	-4,084	3.0	-16,141	3.6	-2,933	3.4	-2,655	3.4	-3,548	3.5
21,213	3.8	18,906	3.8	19,229	3.6	8,965	3.9	6,983	4.1	7,788	3.9
44,412	3.7	42,545	3.7	41,118	3.6	22,896	3.6	22,051	3.6	21,517	3.6

* Includes, whenever applicable, receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and discrepancies between reported interhandler transfers.

CLASS I AND RECEIPTS BY MONTHS

POUNDS OF PRODUCER MILK IN CLASS I, ITS PERCENTAGE TO TOTAL PRODUCER MILK WITH TOTALS FOR PRODUCER MILK AND FOR OTHER SOURCE MILK BY WISCONSIN MARKETS

Year and Month	MILWAUKEE, No. 39				NORTHEASTERN, No. 45				MADISON, No. 51			
	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk
	Mil.#	%	Mil.#		Mil.#	%	Mil.#		Mil.#	%	Mil.#	
<u>1963</u>												
May	57.8	82.0	70.5	3.1	21.9	53.2	41.1	13.8	13.7	63.8	21.5	3.0
June	50.9	76.5	66.6	3.4	21.2	51.1	41.4	15.6	11.9	60.5	19.6	2.4
July	54.0	85.2	63.4	3.6	24.6	68.8	35.7	13.5	13.2	73.0	18.1	2.6
Aug.	56.0	88.0	63.7	3.5	23.8	68.1	35.0	12.2	13.6	76.7	17.7	2.5
Sep.	55.4	87.4	63.4	3.8	23.0	64.8	35.5	10.0	14.0	76.7	18.2	1.7
Oct.	61.5	89.6	68.6	3.8	24.8	65.9	37.7	2.5	16.8	82.0	20.5	1.9
Nov.	58.7	87.7	66.9	3.0	23.5	58.5	40.2	4.3	16.0	80.7	19.8	1.6
Dec.	58.2	82.0	71.0	3.1	23.1	53.2	43.3	4.4	15.0	71.1	21.1	1.8
<u>1964</u>												
Jan.	61.2	83.5	73.4	3.4	24.5	55.0	44.7	5.0	16.0	71.3	22.4	1.8
Feb.	58.0	82.3	70.6	3.4	23.2	57.4	40.4	1.2	15.7	72.5	21.6	1.7
Mar.	59.6	78.8	75.7	3.5	23.7	54.2	43.7	1.3	16.3	70.9	23.1	2.0
Apr.	59.1	81.3	72.7	3.5	23.6	55.6	42.5	1.5	15.1	68.3	22.1	1.9
May	58.0	77.5	74.8	3.6	23.2	52.2	44.4	1.5	13.9	60.9	22.9	2.2

FARM NUMBERS AND DELIVERIES

NUMBER OF FARMS AND AVERAGE DAILY DELIVERIES PER FARM BY WISCONSIN MARKETS

Year and Month	MILWAUKEE				NORTHEASTERN				MADISON			
	Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm	
	'63	'64	'63	'64	'63	'64	'63	'64	'63	'64	'63	'64
Jan.	2270	2247	990	1056	1374	1421	940	1014	615	642	1028	1125
Feb.	2261	2235	1006	1092	1371	1341	952	1038	651	641	1023	1163
Mar.	2257	2224	1010	1041	1360	1335	959	1055	650	640	1025	1163
Apr.	2243	2211	1019	1100	1355	1334	971	1063	645	635	1047	1158
May	2214	2185	1033	1106	1355	1333	979	1075	639	633	1086	1167
June	2212		1011		1415		976		621		1053	
July	2222		927		1417		814		633		924	
Aug.	2241		927		1417		797		639		892	
Sep.	2263		946		1438		822		650		933	
Oct.	2276		984		1361		894		646		1022	
Nov.	2259		993		1447		927		643		1028	
Dec.	2256		1021		1447		966		643		1056	
Avg.	2248		989		1396		916		640		1010	

COMPARATIVE STATISTICS

SELECTED DATA COMPARISONS, WISCONSIN MARKETS

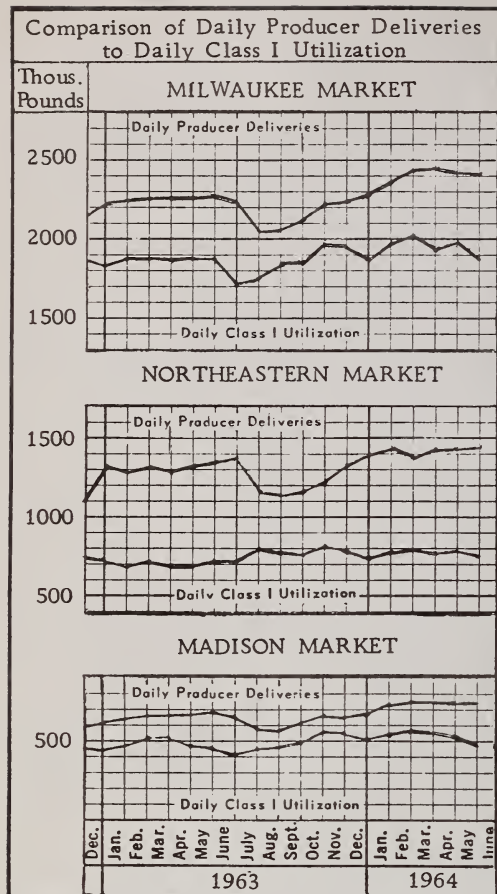
	Order No. 39			Order No. 45			Order No. 51		
	May '64	'63	Com- parison	May '64	'63	Com- parison	May '64	'63	Com- parison
Average Daily:									
Producer Milk, thous. lbs.	2414	2274	+6.2%	1433	1326	+8.1%	739	694	+6.5%
Other Receipts " "	116	109		51	445		116	137	
Gross Class I " "	1875	1875	-	749	706	+6.1%	471	465	+1.3%
Gross Class II " "	832	669	+24.4%	821	1141	-28.0%	384	366	+4.9%
Deliveries per Farm, lbs.	1106	1033	+7.1%	1075	979	+9.8%	1167	1086	+7.5%
Number of Farms	2185	2214	-29	1333	1355	-22	633	639	-6
Avg. Test of Prod. Milk, %	3.72	3.70		3.66	3.62		3.63	3.62	
Number of Handlers:									
Pool Plants	25	27	-2	63	63	-	21	21	-
Other Handlers	5	3	+2	7	9	-2	9	9	-
Producer Milk in Class I, %	77.5	82.0		52.2	53.2		60.9	63.8	
Shrinkage to Total Receipts:									
Product Pounds, %	1.58	1.24		1.24	.92		1.60	1.49	
Butterfat Pounds, %	.82	1.16		1.42	1.19		.79	.99	

NEARBY FEDERAL ORDER DATA

PRODUCER MILK, TOTAL AND CLASS I, AND RELATED PRICES - MAY 1964

Market	Producer Milk thous. lbs.	Class I Milk thous. lbs.	Class I Price 3.5% Milk \$ per cwt.	Producer Price 3.5% Milk \$ per cwt.
Chicago, No. 30	576,122	192,341	3.58	3.36
Duluth-Superior, No. 69	17,321	7,710	3.87	3.31
Madison, No. 51	22,896	13,931	3.56	3.39
Mich. Upper Peninsula, No. 44	12,156	7,415	3.63	3.51
Milwaukee, No. 39	74,823	57,990	3.56	3.46
Minneapolis-St. Paul, No. 68	103,459	55,243	3.805	3.54
Northeastern Wisconsin, No. 45	44,412	23,199	3.42	3.27
Quad Cities-Dubuque, No. 63	24,262	14,683	3.78	3.50
Rock River Valley, No. 38	12,227	8,441	3.60	3.45
Southern Michigan, No. 40	338,575	182,419	3.90	3.34

NOTE: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.



WISCONSIN FEDERAL MILK ORDER BULLETIN

Published Monthly By
Federal Milk Market Administrator
4920 West Burleigh Street
Milwaukee 10, Wisconsin
for the
Milwaukee, Northeastern
and Madison Marketing Areas

This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with § 1039.74 of the Milwaukee Wisconsin marketing order, § 1045.75 of the Northeastern Wisconsin marketing order, and § 1051.77 of the Madison Wisconsin marketing order.

Alice in Dairyland, Continued from page 1

Miss Bartosh will reign for one year as the state's ambassador of good will for dairy products. She will also promote other Wisconsin agricultural and industrial products and will travel extensively to other markets throughout the country.

Miss Peg Hartman, 19, of Manitowoc was chosen as "Miss Winsome" by her fellow candidates.

Farm Deliveries, Continued from page 1

brought about? The size of firms depend upon such conditions as: (1) The availability of resources (2) Technology and the ability of the firm to utilize such (3) Specialization (4) and the extent to which economies of scale exist. These factors when exercised will have the effect of shifting the supply curve.

These conditions would be carried out only in view of long run analysis. In the short run these conditions would be held constant and placed in a static setting to determine the way in which producers would vary output as the price of the product changes. If the elasticity of supply were .4 this would mean that for every 10% change in price, producers would be willing to adjust the quantity supplied by only 4%. The elasticity of supply is determined largely by the substitutability of the technological processes and the alternative technological processes available.

It must be remembered that the effect upon total supply is not necessarily equal to the change in the size of average daily deliveries. The supply of any market is determined primarily not only by size of delivery but also the number of farms. The net change in supply could be equal to, greater, or less than that of the base period.

MILWAUKEE MARKETING AREA
DAILY AVERAGE PRODUCTION PER PRODUCER

